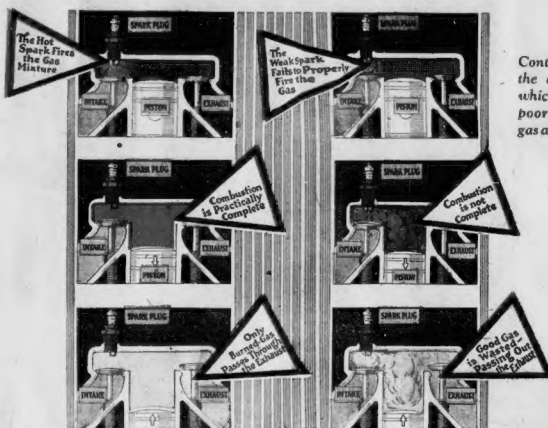


Champion National Change Week-May 2^{to}9

MORE POWER-MORE SPEED LESS GAS-LESS OIL

These pictures show why it is real economy to replace spark plugs every 10,000 miles, or at least once a year

The pictures on this side show how new spark plugs provide a hot spark enabling your engine to perform properly and economically by using all the gas to make power.



These pictures are from the film "The Story of the Spark Plug" produced under the auspices of the U. S. Bureau of Mines

Continued usage burns carbon into the core and pits the electrodes which weakens the spark, causing poor performance and wasting gas as the pictures on this side show.



Hundreds of thousands of motorists make certain of better engine performance by installing new spark plugs every 10,000 miles, or at least once a year.

So that everyone will remember the desirability of giving their car this necessary attention, Champion National Change Week has been established as an annual event.

If you have used your spark plugs more than 10,000 miles, install a full set of dependable Champions now.

They will bring back engine power and speed, forestall tinkering and costly repairs and save their cost many times over in less gas and oil used.

You will find your local dealer or garage ready to serve you as more than 100,000 sell Champions.

Champion Spark Plug Co.
Toledo, Ohio

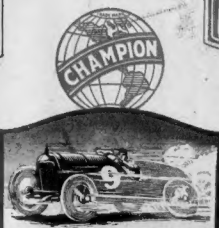


Champion—
for cars other than
Fords—packed in the
Blue Box
75 cents each.

Set of
four
\$3.00

Champion X—
exclusively for Fords
—packed in the Red
Box
60 cents each.

Set of
four
\$2.40



CHAMPIONS USE CHAMPIONS

The leading race drivers of both this country and Europe use Champions exclusively because they have proved that Champion is a much better and faster spark plug.

Champion is out-selling throughout the world because it is the better spark plug.

There is a correctly designed dependable Champion Spark Plug for every type and kind of gas engine.



No. 1

Auburn
Cadillac
Daimler
Dodge
Duesenberg
Packard
Studebaker
Willys-Knight
Zephyr



No. 2

Cadillac
Daimler
Dodge
Duesenberg
Packard
Studebaker
Willys-Knight
Zephyr



No. 3

Chrysler
Daimler
Dodge
Duesenberg
Packard
Studebaker
Willys-Knight
Zephyr



No. 4

Chrysler
Daimler
Dodge
Duesenberg
Packard
Studebaker
Willys-Knight
Zephyr



No. 6

Chrysler
Daimler
Dodge
Duesenberg
Packard
Studebaker
Willys-Knight
Zephyr



No. 7

Chrysler
Daimler
Dodge
Duesenberg
Packard
Studebaker
Willys-Knight
Zephyr

Exclusive features of Champion spark plugs are the gas-tight, two-piece construction, special electrodes and the double-ribbed sili-matic core with the semi-petite tip.